

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name Halsey/Packard Building
other names/site number Packard Motor Car Co., Berry Motor Car Co., Packard Lofts

2. Location

street & number 2201-11 Locust [n/a] not for publication
city or town St. Louis [n/a] vicinity
state Missouri code MO county St. Louis code 510 zip code 63101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (See continuation sheet for additional comments [].)

Mark A. Miles 11/04/05
Signature of certifying official/Title Mark A. Miles / Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.
(See continuation sheet for additional comments [].)

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

Signature of the Keeper Date of Action

I hereby certify that the property is:

- ☐ entered in the National Register
See continuation sheet [].
☐ determined eligible for the National Register
See continuation sheet [].
☐ determined not eligible for the National Register.
☐ removed from the National Register
☐ other, explain see continuation sheet [].

5. Classification

Ownership of Property

☒ private
☐ public-local
☐ public-state
☐ public-Federal

Category of Property

☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

contributing

noncontributing

1 0 building

sites

structures

objects

1 0 total

Name of related multiple property listing.

Historic Auto-Related Resources of St. Louis
[Independent City], MO

Number of contributing resources previously
listed in the National Register. 0

6. Function or Use

Historic Function

COMMERCE/TRADE

auto showroom

warehouse

Current Functions

COMMERCE/TRADE

warehouse

business

7. Description

Architectural Classification

LATE 19TH AND 20TH CENTURY REVIVALS
Other: Automotive Dealership

Materials

foundation Limestone

walls brick

terra cotta

stucco

roof asphalt

other

see continuation sheet [].

see continuation sheet [].

NARRATIVE DESCRIPTION

See continuation sheet [x]

8. Statement of Significance

Applicable National Register Criteria

☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history

☐ B Property is associated with the lives of persons significant in our past.

☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

Property is:

☐ A owned by a religious institution or used for religious purposes.

☐ B removed from its original location.

☐ C a birthplace or grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

ARCHITECTURE

COMMERCE

Periods of Significance

1913-1953

Significant Dates

1913

1924

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Wees, John L. / architect

Steininger-Taylor Con. Co. / contractor

Mid Continent Co./architect, contractor

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67) has been requested

☐ previously listed in the National Register

☐ previously determined eligible by the National Register

☐ designated a National Historic Landmark

☐ recorded by Historic American Buildings Survey

☐ recorded by Historic American Engineering Record

Primary location of additional data:

☒ State Historic Preservation Office

☐ Other State Agency

☐ Federal Agency

☐ Local Government

☐ University

☒ Other:

Name of repository: Landmarks Assoc. of St. Louis

10. Geographical Data

Acreage of Property under 1 acre

UTM References

A. Zone 15	Easting 742 780	Northing 4279 800	B. Zone	Easting	Northing
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Michael Allen/Researcher and Matthew Bivens/Researcher with Carolyn Toft/Executive Director

organization Landmarks Association of St. Louis

date

October 21, 2005

street & number 917 Locust Street, 7th floor telephone 314-421-6474

city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name McGowan/Walsh

street & number 1221 Locust Street, Suite 770 Telephone

city or town St. Louis state MO zip code 63103

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

Halsey/Packard Building
St. Louis [Independent City], Missouri
Historic Auto-Related Resources of St. Louis

Summary

The Halsey/Packard Building at 2201-2211 Locust Street in St. Louis, Missouri, is an ornate, rectangular three-story (with mezzanine) concrete frame building with a flat roof and a limestone foundation. The Halsey/Packard Building is representative of the automotive dealership property type as described in the Multiple Property Documentation Form titled, "Historic Auto-Related Resources of St. Louis [Independent City], MO." Completed in 1913 from a design by prominent local architect John L. Wees, this building originally housed O.L. Halsey's Packard automobile showrooms, a warehouse and a car body storage space. The white-painted exterior incorporates green-glazed and red brick, golden brown stucco and variegated terra cotta. Between the mezzanine and second floors, elaborate wreath crests and convex discs rendered in terra cotta suggest the Packard company's prestige and perhaps the building's automotive function as well. Significant interior features include a green and white patterned ceramic tile floor, the original Otis elevator with cast iron and glass doors, marble stairs and platforms, mahogany and oak office walls, decorative columns with elaborate capitals and a mezzanine with ornamental metalwork. In 1924, a one-story brick addition was constructed on the west. An enclosed, four-story concrete and steel ramp is on the northwest. Most windows and entrances on the public facades have been filled-in with concrete and metal or composite panels but the bays are extant and prominent; original wood display window sash is intact behind the coverings on the west wall. At some point, an ornate bracketed cornice and a central parapet were removed; historic photographs exist and could assist in restoring the missing elements. Despite these losses, the building retains sufficient character-defining features from the period when it served as an automobile business to meet the Criteria A and C registration requirements of the cover document.

Site

The original Halsey/Packard Building measures 100 feet on Locust Street by 155 feet on 22nd Street. A one-story addition measures approximately 29 feet on Locust Street and, incorporating a four-story concrete and steel ramp, continues to the rear of the property. The buildings are bound by Locust Street at the south, 22nd Street at the east and St. Charles (an alley now) at the north; an adjoining building and 23rd Street are at the west.

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Halsey/Packard Building
St. Louis [Independent City], Missouri
Historic Auto-Related Resources of St. Louis

Exterior

The primary elevation of the Halsey/Packard Building faces south on Locust Street. The white painted façade includes five bays on three stories (reads as four stories due to the mezzanine level); paint is currently being removed at the southeast corner (**photo 1**). The soaring first story is framed by deep green-glazed brick pilasters that rise from a smooth limestone block foundation; pilasters have colored bands and geometric blocks of terra cotta ornament. Large, recessed display windows are divided by original green-painted cast iron sills and are closed in with reversible pre-cast concrete panels. At ground level the windows are rectangular; above the sill (at mezzanine level) they have compound heads with rounded upper corners and broken centers. A small doorway is in the center bay where the original entrance was located, under a marquee. Pilasters terminate in a field of golden brown stucco; a band of terra cotta ornament is just above the display windows. Ornament includes round discs, horizontal geometric blocks and elaborate wreathed crests (**photo 2**) in hues of red, green and white terra cotta (**photos 1, 3**).

The stucco continues into the upper two stories of the south elevation. Five wide, rectangular windows (on each story) span the façade on continuous limestone sill courses; vertical geometric block pattern ornament is between each window. Spandrel panels between the second and third stories contain additional green-glazed block pattern ornament. All window bays are intact but are filled in with reversible composite panels on the upper two stories; window bays are framed with red brick. A white-glazed brick cornice crowns the façade; pilasters terminate in projecting white glazed terra cotta ornament at the cornice (**photos 1, 3**).

The white painted east elevation of the Halsey/Packard Building includes seven bays on three stories (again, reads as four stories; **photos 3, 4**). All window bays are intact but are filled in with pre-cast concrete panels, concrete block and/or composite corrugated metal panels; many windows have vents. The southernmost two bays have recessed display windows and ornament similar to those in the primary façade; the building also slants downward to the north beyond these bays. The first story includes an additional four rectangular window bays; a fifth bay has a garage opening. Five additional mezzanine level windows are rectangular; two have vents. Windows have individual

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limestone sills. The second and third stories each have seven rectangular window bays framed with red brick; continuous limestone sill courses (from the south) span the elevation. Horizontal geometric block ornament is between the mezzanine and second and the second and third story windows at the southernmost two bays. Additional terra cotta round discs span the façade between the mezzanine and second stories. Vertical geometric block pattern ornament is between each window at the second and third stories; pilasters terminate in projecting white glazed terra cotta ornament at the cornice (photos 3, 4).

The north elevation is exposed concrete frame and red brick; a brick smokestack rises above the roof. Five bays span the elevation at ground level and include a garage door (with interior loading dock) and four window bays. The mezzanine level through the third stories has five window bays each; one window per floor has a vent opening. All window bays are intact but are filled in with concrete block at the bottom stories and composite panels on the upper two stories. "PACKARD" and "BERRY MOTOR CAR CO." are painted on the wall (photo 4).

The west elevation adjoins a 1924 addition (discussed below); exposed concrete frame and red brick are visible. Above the addition, at the southwest corner, two mezzanine story display windows are similar to those in the primary façade (photo 1). Original wood window sash is intact behind corrugated metal panel coverings. The second story contains five eight-over-eight double-hung metal frame windows; the third story contains four. Two similar windows on a projecting wall light the inner stairwell. An elevator shaft extends above the roofline at the ramp addition of the 1924 building. "PACKARD" is painted on the wall.

A one-story brick "service station" and showroom addition was designed and constructed by the Mid Continent Company in 1924 (for then owner, Packard Motor Car Co.); it is attached at the west (photo 1). The south, white painted elevation consists of two garage door bays; an entrance is between. A span of cast iron (with red glazed terra cotta block ornament) supports a flat parapet capped with terra cotta. The building joins the 1913 building at the east. The north elevation also consists of two garage door bays (with transoms); a four-story enclosed concrete and steel ramp is visible above the garage bays;

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Halsey/Packard Building
St. Louis [Independent City], Missouri
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although the ramp is sided, all the original metal frame industrial windows are extant behind (photo 5). The west elevation adjoins 2217-19 Locust (photo 1, left side).

Interior

Significant interior features of the Halsey/Packard Building include an elaborate and soaring two-story showroom supported by ornate concrete columns with embellished capitals; the original mezzanine level features stylish wrought iron grillwork, concrete geometric block ornament, original light sconces and fixtures (photo 6). An attractive green, gray and white glazed ceramic tile floor is extant in the showroom (photo 7); marble clad and cast iron stairs lead to the mezzanine where office walls retain the original mahogany and oak partitions. The original Otis passenger elevator is still in use; it retains its stylish wrought iron grillwork and framing and original glass doors on the first (photo 8) and mezzanine levels.¹ Beyond the showroom and mezzanine, the building is open and supported by concrete mushroom columns; floors and ceilings are all concrete (photo 9). The 1924 addition is open on the first story; it leads into the 1913 building. The concrete and steel ramp is located at the rear; it is contained within a trapezoidal building made of steel framing with glass windows four-stories tall. The remainder of the original building is intact; bays were widened where the ramp enters each floor (photo 10). The original freight elevator is intact but has been covered with boards or concrete on each floor for ramp access.

Integrity

The building is in good condition with no alterations to footprint or massing. Several features that convey its significance as an automobile dealership remain evident. The most major alteration has been infill of window openings and entrances with concrete and metal. However, since the infill was designed to be temporary, the coverings have not altered the basic fenestration. The sizes and shapes of the original window openings are clearly visible, and the large display window openings on the ground floor and mezzanine

¹ The second and third floors have simpler iron panels (with no ornate grillwork) and glass doors.

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levels still indicate the building's former commercial use. Original wooden sash can be found on the two display windows on the western elevation, making it possible to fully replicate the sashes on the building's ground-floor and mezzanine windows. The current owner plans to replace all of the infill coverings with replicated sashes, returning the window openings to their historic appearance. On the addition that houses the ramp, the steel sash windows remain fully intact under vinyl siding. Another significant alteration was the removal of the bracketed cornice and the unadorned pediment, which was centered on the Locust Street elevation. Large brackets between bays remain from the cornice, though. The white paint covering the Locust and 22nd street elevations is being removed, and underneath the brick, terra cotta and stucco walls are intact.

As stated earlier, the Halsey/Packard Building meets the registration requirements for automotive dealerships as described in *Historic Auto-Related Resources of St. Louis*. Those requirements entail the retention of "exterior wall cladding, general massing and exterior details" and stipulate that "the display windows should be readily apparent (even if they are infilled or boarded over)."² Even with infilled display windows, the building clearly meets the requirements for Criterion C, and possesses additional specific and unique qualities of an automobile-related business that the registration requirements outline. As a building built specifically for an automobile business that has not been substantially altered, it easily meets the integrity requirements for Criterion A under *Historic Auto-Related Resources of St. Louis*.

The interior appears virtually unaltered, and appears very much as it would have during its heyday as an automobile dealership. Significant interior features include a green and white patterned ceramic tile floor, the original Otis elevator with cast iron and glass doors, marble stairs and platforms, mahogany and oak offices, decorative columns and capitals and a mezzanine with ornamental metal work. One important feature that remains intact is the concrete and steel ramp between floors of the building, which obviously indicates that the building carried automobile traffic between floors. The ramp and showroom are clear marks of the building's distinct historical use as an automobile dealership and their current intact states fully convey the building's past. The

² Ruth Keenoy and Karen Bode Baxter. *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis*. Washington, D.C.: US Department of the Interior/National Park Service, 2005. F-35.

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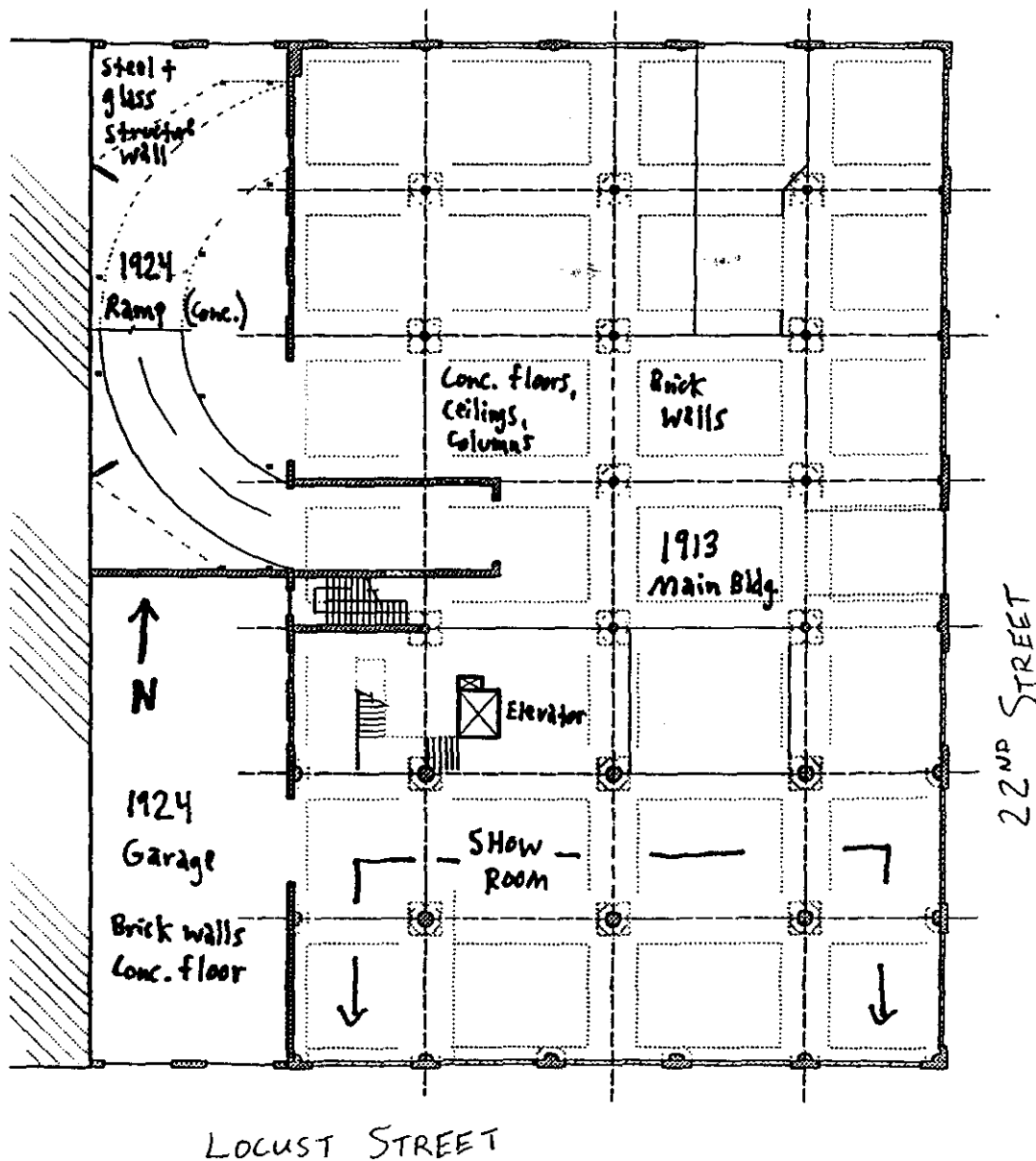
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Halsey/Packard Building retains substantial integrity of location, design, setting, materials, workmanship, feeling and association.

Figure 1: Halsey/Packard Building interior first floor. Source: Rosemann & Assoc., 2005



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Halsey/Packard Building
St. Louis [Independent City], Missouri
Historic Auto-Related Resources of St. Louis

Summary

The Halsey/Packard Building in St. Louis, Missouri, is locally significant under Criteria A and C in the areas of COMMERCE and ARCHITECTURE. In addition to housing the first and longest-operated Packard automobile dealership in the St. Louis area market, the Halsey/Packard Building at 2201-2211 Locust Street is thought to have been one of the most ornate examples of this new building type to have been constructed on what became known as St. Louis's "Automotive Row." Pioneer automobile salesman Oscar Lawrence Halsey introduced Packards to St. Louis in 1900 and within two years had become the marque's only dealer in the region. In 1914, before other local dealers had constructed their own lavish showroom buildings, Halsey opened his "Packard Palace," a luxurious three-story showroom designed by architect John Ludwig Wees. Packard was an important independent builder of prestige automobiles from its beginnings in the early 20th century through the Great Depression and World War II, and Halsey's building remained an important dealership until 1953, shortly before the demise of the Packard Motor Car Company itself. The Halsey/Packard Building falls under the context, "Marketing and Servicing the Automobile in St. Louis, 1900-1955," and is representative of the automotive dealership property type as described in the *Historic Auto-Related Resources of St. Louis [Independent City], Missouri* MPDF. Today the former dealership remains an ornate, exceptional and relatively early example of its property type in St. Louis, with a sturdy skeleton designed to support heavy loads and a distinctive glazed brick, stucco and terra-cotta façade with large openings for display windows (currently sealed) to display the product and attract discerning customers. Wees' avant-garde design ranges from florid, almost Mannerist, window surrounds to starkly geometric metal work on the interior. The Halsey/Packard Building also was one of the earliest automotive facilities in the city to use reinforced concrete as a structural element. Despite some integrity issues, it meets the registration requirements for its property type under both Criteria A and C. The period of significance extends from the building's construction in 1913 to 1953 when it was sold to a real estate firm, ending its association with the motorcar.

Background

Oscar Lawrence Halsey promoted the Packard and other fine cars as a pioneering independent dealer in St. Louis, and eventually built one of the first and perhaps the most extravagant dealership buildings in the city. A native of New York, Halsey was a traveling salesman headquartered in St. Louis for the J. & P. Coats Thread Company before the thread trust was formed. According to a fawning article in 1912, Halsey noticed an ad for the Locomobile in a magazine, wrote to the factory and received the agency sale rights for

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St. Louis and vicinity.³ He submitted his resignation to Coats in 1900 and immediately became involved in a promising new career as a car dealer, helping to organize the St. Louis Auto Club in 1902 (the first in Missouri) to counter "draconian" restrictions being enacted. Although only 176 cars were registered in St. Louis, they were disruptive enough to help precipitate a 1903 piece of State legislation setting speed limits at nine miles an hour and requiring motorists to sound a horn in time to give carriage drivers time to alight and hold the frightened horse.⁴ Soon, profits from Halsey's dealership ("only high grade automobiles") at 3908-18 Olive Street allowed him to move to the upscale St. Regis Apartments in the Central West End.⁵ He became one of the most prominent and respected car dealers in St. Louis, serving three consecutive one-year terms as president of the St. Louis Automobile Dealers Association from 1908 through 1910. Halsey was the second ever president of the club, which started in 1907, and the only president to serve three terms in the first ten years of the club's existence.⁶

Owning one of Halsey's cars represented a considerable investment. Purchasing a Packard, for instance, priced at \$7,000 at the 1907 St. Louis Automobile Show would have been equivalent to building a substantial house in Compton Heights or the Central West End—both highly desirable upper-middle-class neighborhoods. The other three automobiles Halsey sold at the time (Stevens, Franklin and Buick) ranged from \$6,000 to \$1,700. (By contrast, a model-T from Ford offered first in 1908 might cost as little as \$328.) In 1909, more than 1,000 cars of 104 different makes (ten produced locally) were available in St. Louis. Those manufactured elsewhere were sold by local agents such as Halsey who contracted to take a stipulated number each year. The 50th anniversary edition of the *St. Louis Post-Dispatch* in a feature entitled "When the Horseless Carriage was a Sporty Trifle" commented with nostalgia:

They bred automobile drivers in those days. Stout men who could crank a single-cylinder Cadillac on a frosty morning. Wily men who could trace the ignition short in a 1907 Packard. Men of genius who knew what to do when a White Steamer ran out of steam three long miles from home... Thus

³ *The Mirror: St. Louis To-Day*. (St. Louis: The Mirror, 1912), v. XXI, no. 11, p. 133.

⁴ *St. Louis Globe-Democrat*. Sunday, October 24, 1943, Section C, p. 1.

⁵ *Book of St. Louisans: A Biographical Dictionary of the Leading Living Men of the City of St. Louis and Vicinity*. (St. Louis: The St. Louis Republic, 1906), p. 258.

⁶ George P. Dorris et al. *Four Wheels, No Brakes: A History of Automobiles in St. Louis and the Part That City Has Taken in the Development of the Automobile*. (St. Louis: Van Hoffmann Press, 1930), p. 132

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equipped, these hardy pioneers were ready to embrace the days of real sport. What of the cars they drove along the dusty, ratty highways of long ago? The St. Louisan might buy one of Dyke's "complete runabouts" made up from parts manufactured by the St. Louis Motor Carriage Company for as little as \$600. Or he might buy Dyke's "limousine" for \$1,200. Or he might go as high as \$6,000 for a Packard or a Pierce-Arrow."⁷

The 1911 Blue Book (listing prominent St. Louisans) included illustrated advertisements from some of the more exclusive car dealers. Halsey chose the impressive Packard to represent his trade (**figure 2**).

Founded in 1900 as the Ohio Automobile Company by brothers James and William Packard, the Packard Motor Car Company acquired its trademark name and slogan in 1903 when the company moved to follow new Detroit-based investors— Henry Bourne Joy and his brother-in-law, Truman Handy Newberry.⁸ Company tradition has it that the durable slogan resulted from an offhand remark. When asked for non-existent sales literature, a Packard executive replied: "Ask the Man Who Owns One." Official Packard dealerships in other locations were established cautiously at the rate of one a year until 1908.⁹

Figure 2: Advertisement from 1911 Blue Book.



⁷ *St. Louis Post-Dispatch*. "When the Horseless Carriage was a Sporty Trifle," December 9, 1923.

⁸ Joy hired architect Albert Kahn to design Packard's factories. Not until the tenth in 1905 did he introduce reinforced concrete, a building technique learned in Europe that would soon catapult him to fame as the leading American industrial designer.

⁹ "Inner Circle" Packard newsletter. Detroit, Michigan, June 6, 1932.

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Elaboration

The May 9, 1912 edition of *The Mirror* noted that Halsey's business had grown to \$750,000 a year, that he spent his recent honeymoon in Europe and that he had "weeded out all makes but the Packard." Halsey Automobile Company was thus the exclusive St. Louis Packard dealer and regional distributor.¹⁰ This total Packard exclusivity would last until the 1940's for subsequent operators of this dealership, and through 1953 for subsequent operators of the distributorship. Before the 1920s, most other car manufacturers preferred multiple dealers and high sales volumes, and readily granted catalog-based franchises to many trustworthy people, but Packard did not. The price of a Packard guaranteed that it would not become a high-volume seller, so its focus was on catering to its wealthy clientele through well-decorated exclusive dealerships. There have been few exclusive dealerships in St. Louis; one was a Ford dealership at 3667-3669 Olive Street that operated for a short time starting in 1907.¹¹

On October 1912, Halsey acquired property in a rapidly changing residential neighborhood at an opportune moment; his 100'x 155' lot at the northwest corner of Locust (former Lucas Place) and 22nd Street cost only \$100. A building permit for a three-story "1st class salesroom" estimated to cost \$48,000 was issued on August 29, 1913. But by November 24 of the same year, architect and client had revised the project to include an addition costing another \$11,196.¹² These were trendsetting plans, since most early St. Louis automobile dealerships were located in small converted storefront buildings or repair garages, and many did not feature actual cars but catalogs.¹³ At this time, custom-built dealership buildings were unknown in St. Louis. A few smaller new dealership buildings would open elsewhere on Locust Street within the next few years, but none was as grand as Halsey's. As Ruth Keenoy and Karen Bode Baxter note in their Multiple Property Documentation Form *Historic Auto-Related Resources of St. Louis*: "More often than not,

¹⁰ Michael Allen interview with Gerald Perschbacher, Historian of the St. Louis Packard Club. October 14, 2005.

¹¹ Keenoy and Bode Baxter. *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis*. E-9.

¹² The final design included a mezzanine level with a soaring two-story display room along Locust; the building reads as four stories.

¹³ Keenoy and Bode Baxter. *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis*. E-9.

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buildings constructed for sales and service were brick commercial style properties."¹⁴ Halsey's plans were palatial in comparison, and ultimately very costly; nothing less would suit the prominence of both Halsey and Packard.

Construction of the concrete and steel-framed building designed by versatile architect John Ludwig Wees was entrusted to the Steininger-Taylor Company. Wees was a logical choice to design the Packard salesroom for the St. Louis territory, having just completed the Dorris Motor Company factory and showroom at 4100 Laclede (NR, May 1, 1989). This Dorris factory is the earliest known St. Louis example of mushroom capital/paneled slab construction, the most advanced reinforced concrete technology of the day and one eminently suited for the automobile industry. A new building type, automobile showrooms also needed sturdy underpinnings to support heavy loads. In addition, large display windows showcasing as many models as possible were essential as were facades designed to attract the discerning customer.

For Halsey, Wees moved beyond the straightforward industrial work for Dorris to create one of his most avant-garde programs of ornament. Owing a bit to the contemporary Viennese Secession movement as well as Frank Lloyd Wright, the ornament ranges from florid, almost Mannerist, window surrounds on the exterior (**photo 2**) to starkly geometric metal work at the mezzanine and elevator grills (**photos 6, 8**). Terra cotta and glazed brick, becoming industry favorites, were employed with great sophistication by architect Wees. The hint (visible at the corner of the front elevations in **photo 3**) of what is underneath a coat of exterior paint suggests an original color scheme of great distinction.

John Ludwig Wees, FAIA (1861-1941) was born in Alsace-Lorraine and educated in Heidelberg before embarking on a year of architectural study in Paris. He left for the United States in 1879. Wees worked first in a sewing machine factory in Bridgeport, Connecticut while studying art at night school. He then found a drafting job for a firm with offices in Bridgeport and New York City. Arriving in St. Louis in 1882, Wees became a draftsman for August M. Beinke—a former carpenter who opened an architectural office in 1873. Wees was Beinke's partner from 1890 until 1894, the year Wees became a member of the St. Louis Chapter of the AIA. Wees' work on his own in St. Louis ranged from prestigious commissions for houses, commercial and institutional buildings to modest residences, flats and stores. Of his major buildings still standing, the \$75,000 French

¹⁴ Ibid.

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Renaissance palazzo at #10 Westmoreland Place (1895), the eight-story Wohl Building at 1224-26 Washington Avenue (1902), the handsome Byzantine/ Romanesque Revival B'nai El Temple at Spring and Flad Avenues (1905) and the Halsey/Packard Building of 1913 are especially noteworthy for their architectural significance.

Trumpeted in the October 1913 issue of the *Auto Review*, a local trade journal, the Halsey/Packard Building was to have first-floor ceilings of 25 feet in the great 50 x 98 foot showroom. Amenities including showers for the sales and shop forces, two electric elevators (one, the largest in the city at 10 x 18 ½ feet), an innovative rooftop area to test cars plus showroom and offices fitted in mahogany had pushed the cost to the neighborhood of \$100,000.¹⁵ Various articles anticipating the opening at an ever-later date appeared periodically. Finally, in the August 14 issue of *Auto Review* reports that Halsey has moved his cars and trucks and was to open formally for business at the "New Packard Palace" on September 1, 1914. The report boasted of the new service department at the building: "so complete is this department that a fully equipped truck or Packard pleasure car can be turned out."¹⁶ (Figure 3 shows the exterior of the building shortly after opening for business; figure 4 shows the interior.) The accomplishment is impressive when one considers that the city of St. Louis reported only 25 automobile businesses in 1915, and that almost all of them were located in older, converted buildings.¹⁷ The accomplishment of the Halsey building would not be soon matched: The next custom-built dealership of comparable quality, although of smaller size, would be the Vesper-Buick Auto Company at 3900-12 Pine Street (NR 10/2/1986; demolished), built in 1927.

Already envied nationally as the car of choice for the Vanderbilts, Astors and Rockefellers, Packard seized the opportunity to become a pacesetter in the more populist "good roads" movement when company President Henry B. Joy joined the Lincoln Highway Association in 1913. His donation of \$150,000 (roughly \$3 million today) plus pro bono legal work and press releases from his staff assured constant coverage for the company and completion of the first transcontinental road. In 1914, Packard produced the first 12-cylinder car in the United States. In 1915, Joy and a mechanic drove it from Detroit to San Francisco, following the not-completed Lincoln Highway, in an unbelievable twenty-one days. In 1916, President Woodrow Wilson signed the Federal Aid Road Act, establishing a national

¹⁵ *Auto Review*. (St. Louis: Auto Review Pub. Co., 1913), October 1913, no page.

¹⁶ *Ibid.* August, 1914. "The New Packard Palace," p. 26.

¹⁷ *Gould's St. Louis Directory* (Gould Directory Company, 1915).

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highway system.¹⁸ But public attention was focused on the growing war in Europe. Packard produced a record 10,000 cars in 1916, the year before the United States formally declared war. During wartime the company turned to production of the esteemed Liberty airplane engine.

Figure 3: Exterior of the "Packard Palace." Source: Missouri Historical Society Archives.



¹⁸ "The Lincoln Highway National Museum & Archives." [<http://www.lincoln-highway-museum.org/Email/05/Index-05.html>] (January 31, 2005).

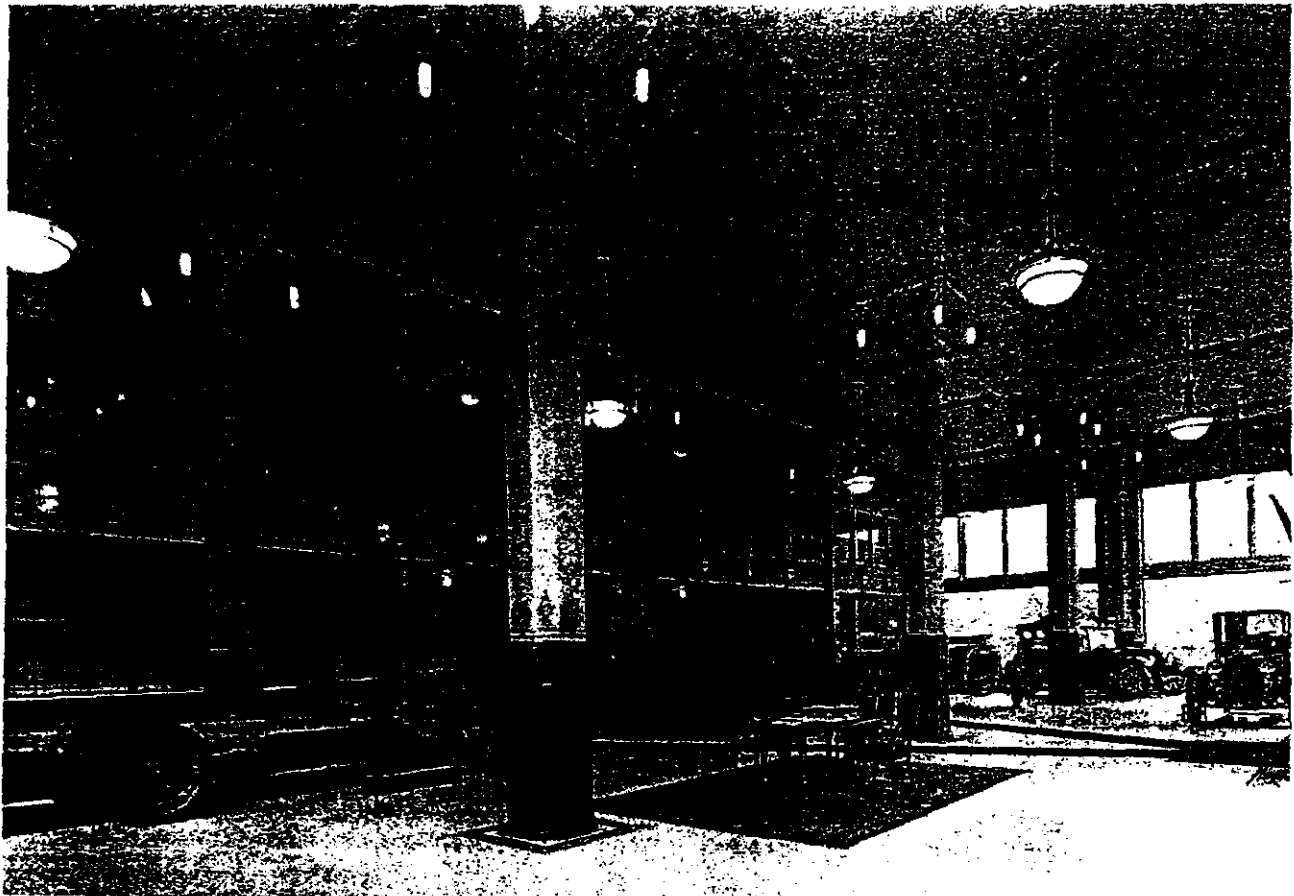
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Figure 4: Interior of the "Packard Palace." Source: Missouri Historical Society Archives.



Meanwhile, the June 1915 issue of the local trade journal carried the surprising news that Oscar L. Halsey, "probably the oldest automobile dealer in St. Louis," was retiring to devote his attention to business interests in Boston.¹⁹ In 1915, Halsey visited his brother-in-law, who was also a Packard dealer, in Boston and Halsey may have asked for help in paying off debts from construction of his "Palace."²⁰ Other sources hint that Halsey had overestimated the quick return on his massive investment and was experiencing financial difficulties, but a 1916 of *Auto Review* issue reported that Halsey had become President of the Chalmers Motor Car Company of Boston.

¹⁹ *Auto Review*. vol. X, no. 35, June 1915, no page.

²⁰ Allen interview with Perschbacher.

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Packard Motor Sales Company (a collaboration of two Packard syndicates from Cleveland and Cincinnati) assumed title to the St. Louis building from Halsey Auto Company on June 16, 1915 for a consideration of just one dollar. On November 20, 1919, the syndicate acquired an adjoining lot to the west from the Board of Trustees of the Missouri Botanical Garden for \$13,875, but did not construct a customer-friendly, one-story service station and showroom costing \$12,000 until October of 1924. (One reason could well be a wartime downturn in sales and profits lasting until 1921.) Packard kept the dealership open as its exclusive St. Louis dealership for many years, but by the 1940s other dealers were selling Packards, including the Albrecht-Burke dealership in the burgeoning automobile district on South Kingshighway.²¹ However, Packard kept its only regional distributorship in this building.

On January 2, 1923, George M. Berry's Berry Motor Car Company assumed management of the operation. Berry Motor Car Company listed St. Louis businessmen S.C. McCluney, James L. Ford, Jr. and Eugene H. Angert as directors. During the transition, Packard promoted Richard Mann, St. Louis manager since 1921, to head the important Detroit sales office.²² Two years later, June 1, 1925, Packard Motor Car of Missouri (a name change from Packard Motors Sale Co. in November of 1920) transferred its St. Louis real estate to the Berry Motor Car Company for a consideration of one dollar.

Born in Danbury, Connecticut on November 4, 1880, George M. Berry had an extensive background selling and testing various cars and bicycles, writing instruction and parts books along with conducting direct mail sales and heading up public relations and advertising. In his autobiography written April 30, 1952, Berry reported that too much travel and constant change directed him to move in 1920 to a smaller, more settled occupation in St. Louis.²³ It turned out to have been a prudent move financially and personally. By 1923, he had acquired the Packard distributing contract for the St. Louis area and become a Director of the Automobile Club of Missouri, a Director of the St. Louis Convention Publicity Bureau and a Director of the St. Louis Automobile Dealers Association. He later would become involved with the Community Fund Campaign and the Chamber of Commerce. Apparently a bachelor, Berry's community involvement

²¹ Tom Eysell et al. *The St. Louis Automobile Pictorial History*. (St. Louis: Nutwood Publishing Company, 1998), p. 13.

²² *Auto Review*. February 1923, p. 46.

²³ George M. Berry Papers. Autobiography, April 23, 1952. Missouri Historical Society archives.

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continued throughout his life and included a major gift to help establish Boys Town in Nebraska.²⁴

Although Berry was assigned a Packard Distributorship (the first in St. Louis) on January 2, 1923, property ownership did not change hands until early 1925. Building permits for 2201-11 Locust noted a permit on January 1, 1925 for a \$200 metal sign issued to the Berry Auto Company. Other expenses from his first years included a new furnace for the sales room (\$2,000 in 1924) and alterations to the showroom (\$400 in 1917). Packard customers also faced continuing maintenance costs; expenses involved in owning an early Packard did not end with the purchase price. Until the mid 1920s, many Packards were sold with both summer and winter bodies (mostly of wood). Changes took place at the dealership where the out-of-season car body was shed, varnished, dried and stored on hooks (in rented space) until the customer drove back in for the next season.²⁵ Although Packard turned to paint finishes as soon as they became durable, hooks on a top floor at 2201 Locust were still used for many years to hoist bodies for owners of vintage cars as well as other repair jobs.²⁶

With the increased availability of raw materials, Packard production tripled in 1925 and then doubled again in 1926. Corporate prosperity extended to regional dealerships; in 1927, St. Louis' total new cars sales reached almost 16,000. In 1928, Packard introduced its pelican-based coat of arms and the first diesel car in the United States—a Packard with a Cummins engine. In November of 1928, an optimistic George Berry spent \$10,000 to alter the St. Louis salesroom. But the Great Depression would devastate the luxury car market. A company newsletter from June 6, 1932 reported a muted version of the situation:

“Despite the stress and strain of the depression years, the stability of Packard Motor Car Company (PMCC) distributors and organizations is impressive and has always been outstanding. The enviable service records of our dealer personnel and factory employees have also been maintained. Truly these are encouraging facts to all of us in these troublous times, for in stability there is strength.”²⁷

²⁴ *ibid.* His success with Packard also allowed him to maintain an enviable lifestyle: “I live in the country, keep a horse and ride almost daily and have for the last thirty odd years.”

²⁵ Carolyn Toft interview with Gerald Perschbacher, Historian of the St. Louis Packard Club. January 31, 2005.

²⁶ *ibid.*

²⁷ “Inner Circle.”

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In 1933, those workers who remained on the job at the Packard factories were paid in cash during the "Bank Holiday."²⁸ With the introduction of its first car (the Packard 120) priced under \$1,000 in 1935, the company managed to distribute dividends for the first time since 1929. A lengthy and detailed Master Service Salesman's Creed distributed by headquarters to dealers set forth practices designed to help maintain customer loyalty. The dealer, of course, had the power to make the slogan "Ask The Man Who Owns One" an asset or a liability. Ingenuity, deep pockets and customer satisfaction enabled Packard to emerge from the Depression as one of the few luxury automakers to survive.²⁹ After only a few good years, gas rationing began in 1942 and automobile production ceased. Packard factories converted to wartime essentials produced engines for PT boats and airplanes.

Of the forty-two American makes and types of automobiles exhibited in 1900 at Madison Square Garden in the country's first automobile show, only Packard made it past World War II as an independent car-making entity.³⁰ Although it was in good financial shape in 1945, Packard could not immediately find enough raw materials. By 1948, earnings had risen to the best record since 1929 and the future looked promising. But the Post-war market slumped badly in 1952. Companies began to consider mergers. The Nash-Kelvinator Corp. approached Packard about a possible merger, but Packard hesitated. Nash merged instead in 1954 with Hudson forming American Motors. On October 1, 1954, Packard merged with Studebaker, hoping Studebaker's larger network of dealers would help increase overall sales. It did not work. The final Packard built in 1958 has in fact been derided as a Studebaker with Packard badges, a "Packabaker."³¹

St. Louis' Berry Motor owners did not wait for the inglorious end. On December 3, 1953, the Berry Motor Car Co. transferred the property to trustees G. M. Berry, W. H. Bixby and F. J. Berkeley for \$1. They in turn sold to the Gloria Lee Realty Company for \$10. After a series of transactions changing ownership and auto-parts uses, a new owner (Packard Lofts LLC) purchased the property in January 2005 with plans for an adaptive reuse.

²⁸ "The Packard Club: The First 50 Years." [<http://www.packardclub.org/html/first50-forward.html>] (February 1, 2005).

²⁹ *ibid.* And "Two-Lane Roads Quarterly: Auto History Timeline." [<http://www.two-lane.com/trivialtimeline.html>] (January 27, 2005).

³⁰ Menno Duerksen. "The Packard Story" for *Cars & Parts Magazine*, 1970.

³¹ "The Packard Club."

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Halsey/Packard Building
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Boundary Description

The Halsey/Packard Building is located at 2201-11 Locust Street in St. Louis, Missouri. The building is on city block 918; it is a parcel of J. H. Lucas & Ann L. Hunt's Addition and is found in Survey 677 of the St. Louis Common Fields. It measures approximately 129' by 155' and is bound by Locust Street at the south, 22nd Street at the east and St. Charles (an alley now) at the north; an adjoining building and 23rd Street are at the west. The property is legally known by the Assessor's office as parcel number 09180000400. The nominated parcel is indicated by a dashed line on the accompanying map entitled "Halsey/Packard Building Boundary Map."

Boundary Justification

The nominated parcel (the footprint of the building) includes all of the property historically associated with the Halsey/Packard Building.

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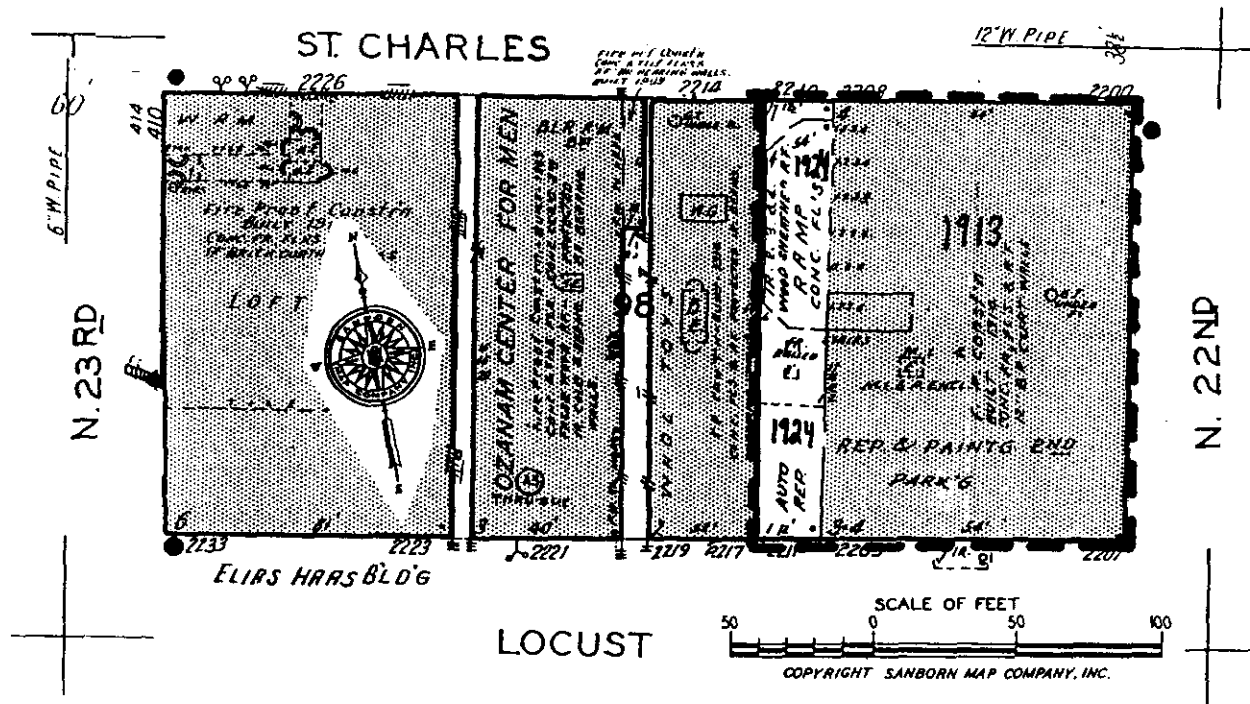
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Halsey/Packard Building Boundary Map

Source: Sanborn Map Company, v. 1W, p. 31, circa 1968.



Halsey/Packard Building
 2201-11 Locust St.
 St. Louis [Ind City], Mo.
 Zone 15
 Easting 742 780
 Northing 4279 800

720 000 FEET
 (IL WEST)

38°37'30"
 90°15'



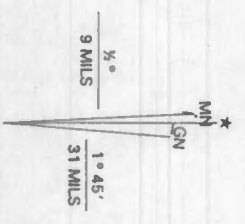
Produced by the United States Geological Survey

Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

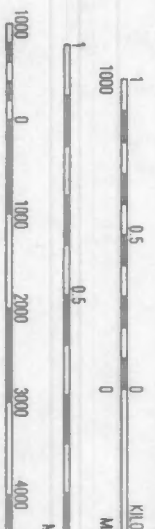
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone)
 Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed
 There may be private inholdings within the boundaries of the National or State reservations shown on this map



UTM GRID AND 1999 MAGNETIC NORTH
 DECLINATION AT CENTER OF SHEET



SCALE



23%
 TOTAL RECOVERED FIBER

CONTOUR IN
 SUPPLEMENTARY CO
 NATIONAL GEODETIC
 TO CONVERT FROM FEET
 THIS MAP COMPLETES WITH NADIC
 FOR SALE BY U.S. GEOLOGICAL SURVEY,
 AND ILLINOIS GEOLOGICAL SUR
 AND DIVISION OF GEOI
 MISSOURI DEPARTMENT OF NATURAL
 A FOLDER DESCRIBING TOPOGRAPHIC MAP



